1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

The top three variables that contribute most towards the probability of lead getting converted are: -

1. Total Time Spent on Website

2. Lead Origin_Lead Add Form

3. What is your current occupation_Working Professional

2. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?

The top three categorical/dummy variables in the model which should be focused the most in order to increase the probability of lead conversion are:-

1. Lead Origin_Lead Add Form

2. What is your current occupation_Working Professional

3. Lead Source_Olark Chat

3. X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.

1. Prioritize high lead scores: Focus on leads with a lead score greater than 0.35, as they have a higher likelihood of conversion according to the model.

2. Contact potential leads through phone calls: Phone calls can be a more effective way of communicating with potential leads compared to emails or text messages.

3. Assign interns to follow up on leads: Utilize the 10 interns on the sales team to follow up on potential leads via phone calls. These interns can work in shifts to ensure maximum coverage.

4. Provide relevant and personalized information: Ensure that the interns have access to relevant and personalized information about the leads they are contacting. This can include the courses the leads showed interest in, their preferred mode of learning, and other relevant details.

5. Offer incentives: Provide special discounts or offers to potential leads who are hesitant to convert, as this can encourage them to take action and enrol in the courses.

6. Monitor and analyse performance: Continuously monitor and analyse the performance of the interns and adjust the strategy as necessary. This can include tracking the number of leads contacted, conversion rates, and feedback from leads.

4**. Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So, during this time, the company's aim is to not make phone calls unless it's extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.**

At this stage they can perform the following tasks: -

1. Prioritize lead nurturing: Instead of making phone calls, focus on nurturing the existing leads through email marketing, social media, and other forms of digital marketing.

2. Implement marketing campaigns: Develop and implement marketing campaigns that focus on brand building and lead generation. This can include creating targeted landing pages, optimizing SEO, and running targeted ads.

3. Conduct market research: Use this downtime to conduct market research and analyse the competition. This can help the company identify areas for improvement and develop new strategies to stay ahead of the competition.

4. Provide value-added content: Develop valuable and informative content such as blogs, eBooks, and webinars that can help engage potential leads and provide them with relevant information.

5. Focus on professional development: Utilize this time to provide training and professional development opportunities to the sales team. This can help them acquire new skills and be better equipped to handle future challenges.

6. Monitor and analyse performance: Continuously monitor and analyze the performance of the marketing campaigns and adjust the strategy as necessary. This can include tracking website traffic, lead generation, and engagement metrics such as click-through rates and open rates.